EINI KÄRKKÄINEN

Passionate about leveraging data and technology to drive strategic insights and improve organizational performance. Fascinated by the intersection of innovation and business, with a strong emphasis on understanding how data-driven solutions can create sustainable value and shape the future of industries

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🖥️ Portfolio

🖥️ LinkedIn

Education

Bachelor of Business Administration
Geneva Business School
2022-2025

Data Analytics Professional Certificate
Coursera (Google)
2024

Expertise

SQL

Tableau & Power BI

R

Python

Excel

Languages

Finnish - Mother tongue
English - Highly proficient
French - Conversational
Russian - Highly proficient

About me

Nature enthusiast
- Skiing, swimming, figure ice skating

Sports lover
- Ice hockey, rally, F1

Art devotee
- Artist in free time

💼 Work Experience

2023

Sales Advocate

GemGenève

- Analyzed client acquisition trends to identify key demographics, achieving a 20% increase in outreach efficiency and resulting in 40 new UHNWI and HNWI clients in 3 days.
- Used CRM data to enhance customer loyalty programs, maintaining the loyalty of over 10 existing customers through targeted strategies.
- Collaborated with the marketing team to assess campaign effectiveness, identifying data-driven insights that contributed to a 15% increase in client engagement and higher conversion rates.

2023

Sales & Administrative Assistant

Bee'z Solutions

- Conducted data analysis on customer interactions, resulting in a 50% success rate for contract conversions
- Analyzed revenue streams and implemented data-backed strategies that led to a 25% increase in revenue.
- Processed and analyzed over 250 client requests, developing actionable insights that supported the acquisition of 50 new clients within 3 months.

2022

Business Development Representative

Fin-Terpuu Oy

- Performed data-driven assessments of sales activities, increasing sales revenue by 10% in Q3 by identifying and nurturing high-value leads through targeted outreach.
- Analyzed client data to drive a 15% expansion in the client base, acquiring 30 new accounts through insights gained from personalized demo performance.
- Improved conversion rates by 10% by using data analytics to refine follow-up strategies and providing actionable insights for the sales team.

Additional Experience

Volunteer – Global Shapers, Geneva Hub (2023 - 2024)

Projects

Puffcycle:
- Over 1.000 vapes collected and recycled in one day
- Successful 3 new partnerships with organisations

Geneva Lake Clean-Up:
- Over 20kg worth of trash collected

Women in Big Data – Member

Women in Digital Switzerland – Member